

10

Add Energy to the Client's Cause

When we fail, as we all do at times, the energy is sucked out of us. It becomes increasingly difficult to energize ourselves for the challenges that confront us.



The underlying base of all coaching is to add energy and urgency to the client's arsenal of weapons. This isn't always how we feel, but we have no choice. We need to be upbeat otherwise we too suck out the energy from our vulnerable clients.



Andrew L. had just opened a new store in New York and was highly disappointed with the initial response to his promotional campaign. The following day he had a meeting with his financial backers and was debating what to tell them. He was really down

and miserable and obviously afraid they might pull the plug on his dream venture.

I could tell his energy level was low from his voice. There was a tone of desperation in every word. He wanted me to commiserate with him, but I wasn't about to cooperate in his self-destruction.

I said: "Andrew, what do you think happened to cause this lack of response?" I sat back in my chair and let him tell me the sad tale of his latest misfortune. When he was finished, I said: "So what do you have to do differently to fix it?" This time he was a little bit more enthusiastic as he outlined and verbalized his future plan.

He said: "I have to set up more personal events in the store. Call influential people I know and invite them. Get my sales people to ask for referrals from each customer that visits the store. Quickly revamp my website to make it more user-friendly and ask for support from my friends." As he verbalized his vision he physically became more excited.

This excitement almost always occurs when people verbally create their future rather than when they talk about the static past.



I asked him: "What barriers might block you?" He thought about it and came up with some solutions. We completed the session with him promising to remain confident he could succeed and to convey that message and excitement about this vision to his staff and financial backers.

He thanked me profusely for the assistance in helping him see a different, more-optimistic picture.

Andrew was renewed and promised to behave that way at all times in his business environment.

AHA Moments...

- Add energy and urgency to the client. This is the underlying base of all coaching.
- Challenge clients to verbally create their future rather than focus on the static past. Greater energy and excitement result from the exercise.



*What the caterpillar calls the end of the
world, the master calls a butterfly.*

RICHARD BACH

